

How Deutsche Bahn Mobilized 800 Concepts Across Six Innovation Fields



Challenge

- Innovation activities were fragmented across sectors and teams
- External collaboration lacked a scalable innovation platform
- Innovation struggled to generate measurable business outcomes



Business Impact

800

Innovation Concepts Discussed

6

Strategic Priorities



Strategic Pivot

- Deutsche Bahn launched MovingIDEAS, powered by HYPE, to connect employees, startups, researchers, and industry experts through open, mission-driven innovation.

€150,000

Innovation Prize Fund

Cross-Sector Collaboration

Expanded



Final Thought

“We have to bundle and interlink the existing innovation forces of our company. MovingIDEAS, with its open approach, is a valuable tool for this.” — Gregor Huhn, Head of Technical Innovation, Deutsche Bahn AG

[Read the full case study](#)